

**BIG  
BARGAINS**

**MAY CHALLENGE SALE!**

**ALL  
WEEK**

**THIS IS A STORE  
THAT DOES  
THINGS**

**Boston Store**  
103, 105, 107, 109 E. DOUGLAS AVE.

WICHITA,  
ATCHISON, KAN.,  
LAWRENCE, KAN.,  
OTTAWA, KAN.,  
EMPORIA, KAN.

**THE STORE THAT  
DOES THINGS  
WELL**

"It's not rank, nor wealth, nor state, but get up and get it, that makes men great."

No halting methods; no subterfuges at this store. No trick of speech to clinch a bargain that any customer would rather unmake. We believe that every sale that really and permanently helps a business does so because the goods sold serve the buyer of them better than did the money spent. That is why years ago we began urging people to trade back with us whenever they decided that their money would serve them better than the goods. We shall keep on urging that. It means this: That we save you from loss through your own mistakes by taking back any article—save cut pieces goods—and handing back to you the money you paid for them. Tomorrow we start this Challenge Sale, and every reader of this advertisement can feel sure that each item mentioned here is a bargain—much lower priced than the usual. This is a price reduction on almost the entire store's stocks, to give an impetus to trade, so that when the hot days of summer come we will not feel the burden of overstocks. Right in the midst of the spring season have we reduced them—right when you need the goods. So come to the Challenge Sale this week. Remember that first choosers will have greatest selections, for the attendance will probably be large.

### Challenge Dress Goods

It is in this manner that we keep our dress goods clean and up to date. We do not fear a price cutting when the time arrives. And in this we show our dress goods superiority. It's not what they cost, but what price will they go at quickly? We believe we have it.

#### Black Crepons Suffer

Those wavy, crinkly black dreams that have been so extremely popular for the past eight weeks have failed to create much more than a price cut. We meet them with the price cutter, and all this week you may choose from this \$1.00 assortment and this \$1.25 assortment for **79c**

#### Fancy Camelhairs

Choice of eight pieces of Fancy Camelhairs in checks and dash effects. Every piece desirable. Reduced from 50c to **18c**

#### Fancy Checks

In black styles; one way of Mercerized cotton; looks like silk; very handsome. Bright colors, reduced from 50c to **35c**

#### Granite Cloths

Six pieces of Fancy Granite Cloths in changeable effects. Reduced from 50c to **35c**

#### Fancy Novelties

American makes to Broadheads, James-towns and other standard makes. A wide range in choices in these 30 cent goods. **35c**

#### 50-Inch Checks

You can't pass these by. They are full 50 inches wide and part silk. In black and white and lighter shades. The qualities are elegant. \$1.00 values for **45c**

#### Covert Cloths

These Covert Cloths are one yard and a quarter wide. They are among the most popular of this spring's dress fabrics. We have been selling them at 75c per yard and that is the worthiest of values at that money. These ten selections small go at **59c**

### MEN'S FURNISHING GOODS

Men's Summer Underwear in light blue, slightly soiled; bought cheap by us on that account; not soiled badly, however; this price ought to draw the men; per piece **15c**

Men's Balbriggan Underwear, standard quality; all sizes; per piece **22c**

#### Men's Unlaundred Shirts

These are white shirts with linen bosoms, linen collar bands and linen cuff bands; well-made in every particular; all sizes; all week **29c**

#### Negligee Shirts—Samples

Thirty samples of men's Negligee Shirts; only in sizes 16 and 17; shirts that are selling elsewhere this season at 50c; come to match; like these **35c**

#### Negligee Shirts

Men's Negligee Shirts of checked Percales; new, choice goods; two collars to match and attached collars; attached cuffs; all sizes **45c**

#### Favorite Negligee Shirts

This brand negligee sells at 65c the shirt; demurely calls to match; to be worn with white collars **68c**

#### Stiff Bosom Shirts—Colored

A line of broken sizes and cuffs to match; (over back and front); 2.00 shirts for **50c**

#### Men's Soft Hats

We have put all our Men's Soft Hats in this line. Hats that are worth \$1.00, \$1.50 and \$2.00; your choice **99c**

#### Men's Work Shirts

Made of black blue twill Shirts, with hair line white stripes; you can't buy the goods in the yard for the money—loaded you can't **29c**

#### Writing Paper

50 boxes of Writing Paper and Envelopes; each **4c**

50 boxes extra quality Writing Paper; square envelopes; regular \$1.00 quality **9c**

500 packages standard white Envelopes; 5 in a package; **3c**

#### Belt Buckles

50 gilt or silver Belt Buckles with jeweled centers; for each belt; regular price 30c; choice **9c**

50 fancy Buckles (design is a cluster of pearls); colors are white, green and red, with gold sets; 2c values at **25c**

### Challenge Silks

This entire silk stock, as well as these special silk prices, challenges all other silk stocks that aspire as a competitor.

#### TRAVELERS' SILK SAMPLES

Last Thursday we received a lot more of those traveling men's silk samples. These samples are black silk, in best grades. They are large pieces, too—a yard to a yard and a quarter in length. Black satin duchesse and black peau de soie. Worth \$1.00, \$1.50, \$2.00, \$2.50 and \$3.00 per yard. The selling begins tomorrow. Per yard **50c**

#### Fancy Taffetas

Choice of twelve pieces of Colored Taffetas in fancy weaves. All silk. Shadings in various combinations. Reduced from 75c to **35c**

#### Fancy Taffetas

Choice of twenty pieces of Heavy Silk Taffetas in stripes, checks and flowered designs. Almost any color you could wish. Six qualities and \$1.00 quality. During this sale **47c**

#### Corded Silks

Choice of twelve pieces of Corded Taffetas in light spring shadings. Very swell style, and qualities beyond criticism. Corded in cross stripes and checks. \$1.00 quality and \$1.25 quality **68c**

#### Silk Foulards

Choice of twenty pieces of Silk Foulards. Twenty-four inches wide. Printed in various flowered and scroll designs. On plain backgrounds; \$1 quality and \$1.25 quality **68c**

#### Silk Foulards

Choice of three pieces of 20-inch Silk Foulards. Plain grounds with white figures. 50c quality **18c**

### CHALLENGE DRAPERIES

150 yards of yard-wide Curtain. Scrim will go at **3c**

#### Silkolones

200 yards of standard Silkolones in all the dyes and shades known to drapery; usual price 12 1/2c per yard **9c**

#### Window Shades

100 Roller Window Shades with brackets and rails, all complete, for **9c**

#### Curtain Swiss

Curtain Swiss with colored lappet stripes on white grounds; worth 50c per yard; stripes are in red, yellow and blue; per yard **7 1/2c**

#### Curtain Madras

Three bolts of Curtain Madras, in printed scroll designs; worth 10c per yard; will go at **7 1/2c**

#### Etamine Swiss

100 yards of Etamine Curtain Swiss; dotted all white; very beautiful; 15c goods for **8c**

#### Children's Parasols

5 children's fancy Parasols; all shades and all styles of printings; at the phenomenal price each of **15c**

#### Handkerchiefs

50 dozen hemstitched ladies' Handkerchiefs; extra fine weave; made of India Linen; 4 for **25c**

#### Children's Caps

50 dozen and 500 Tam O'Shanter caps; each at the nominal price **12c**

#### Underwear

50 Ladies Vests, with taped neck and shoulders; worth 15c; at **8c**

#### Belts

50 fancy Belts with patent leather bound edges; harness buckles; nobody to a degree; choice, only **7c**

### Our Mail Order Department

Is first class and up-to-date in every particular. Our '99 catalogue is now out. Send for it.

### Challenge Linings

This lining stock challenges all comparison, either in variety, largeness, quality or lowness of price. Anything that's made in linings you'll find here. Many that you cannot get elsewhere, especially for the price.

#### Remnants Linings

1,000 yards standard Silences; slate color; per yard **3c**

1,000 yards of Skirt Lining remnants. Silkolones, Silkolones, new Silk, etc. Colors and black; ordinarily sell at 12 1/2c, 15c, 20c and 25c per yard; 36 inches wide; at **5c**

#### SUMMER CORSETS

75 dozen Summer Corsets, well made in every particular; new fresh goods; all sizes; all week **19c**

#### LADIES' LINEN COLLARS

Any of our Ladies' Linen Collars; all the choice styles of the season; all sizes; all week **8c**

#### CHALLENGE KID GLOVES

Our entire line of dollar Kid Gloves will be put in this sale. Standard, perfect quality are these; fully guaranteed in every respect; blacks, browns, tans; oxbloods and blues; all sizes; all week **79c**

#### Boys' Waists

Boys' unlaundred Waists of light and dark Percales, with Mother's Friend waist band attachment; all sizes **25c**

#### Boys' Felt Hats

All those Boys' Felt Hats must go. The other price was 50c and 75c; choice now for **25c**

#### Boys' Linen Caps

100 dozen Boys' Grass Linen Caps; for summer wear **15c**

#### Boys' Wash Suits

Of fancy Ducks in medium shades; blouse suits with sailor collar; all sizes **45c**

Boys' wash blouse Suits of plain colored ducks, in medium shades, with embroidery stitching; all sizes **69c**

Boys' white duck blouse Suits, with four-in-hand tie to match, handsomely cut and well made; in every particular dollar suits; every thread of them **88c**

#### Boys' Linen Suits

Two piece Suits; knee pants and coat; for boys from 5 to 15 years of age; dollar Suits for **75c**

Boys' two-piece Suits of Imported Grass Linen; white pearl buttons; \$1.75 Suits for **\$1.39**

40 pairs of boys' cotton Knee Pants will go at **12c**

30 pairs of boys' cotton Knee Pants will go at **18c**

#### Shirt Waists

This shirt waist stock has no peer in this surrounding country. No shirt waist stock in this neighborhood does half the business we do. We can't mention all the prices, so here we tell you of 10 dozen calico shirt waists, each **19c**

### Challenge Millinery

Not even this line can escape the great cut of our Challenge Sale. If you need to be convinced, read all the items advertised.

50 Children's Fancy Hats, in all shades and combinations, will be sold at **10c**

75 dozen Ladies' and Children's Black Leghorns, with fancy lace elze, to be closed at **25c**

75 dozen Ladies' Fancy Braid, Smart Black Sallies, always sold at 75c; during our Challenge Sale **25c**

75 dozen Ladies' Mixed Braid Sallies. Take them **10c**

25 dozen Ladies' Fancy Braid and Lace Straw, Dress shape, all new this season. You are welcome to them at **25c**

EXTRA GOOD VALUE.

75 dozen Ladies' Black, White and Fancy Colored Dress Shapes and Smart Black Sallies. Not one in the assortment worth less than \$1.00, and many of them double this price. While they last you can have choice of them at **15c**

50 dozen Wreaths in all new bright shades will be sold at **4c**

20 bunches American Beauty Roses, no need of mentioning their value. You can have all you want at each **12c**

#### Trimmed Hats

In this department we will cut prices to conform with those in other lines.

You can get Trimmed Hats from us from 50c up to \$1.00, and we assure you that every price will defy competition.

### Challenge Wash Goods

You have hardly begun to think of wash goods yet. Ere long the hot days will come and wash dresses will be imperative. Such reductions as these you usually get in slower shops at the end of the season when stocks are broken and choices undesirable. You get these reductions now! From stocks that are fresh and tempting. Choose!

#### Organdie Brode

Ten pieces of Organdie Brode in various colored grounds, with white figures and white raised cords in zigzag and serpentine weaves. Tasty and stylish. 12 1/2c values **7 1/2c**

#### Linen Effects

Twelve pieces of Linen Effects in Dimity and lappet weaves. Raised work in cords and dots. Handsome. 15c values **7 1/2c**

#### A 4c Congregation

Pull! Just like finding money. Here's a choice of fifty pieces of Dimities, Lawns, Organdies and Mulls; printed in flowers, checks, dots and various other designs. Many qualities from 7 1/2c to 15c per yard. All in one lot. All at one price. Such reductions to the ordinary shop are awful. Choose **4c**

#### Scotch Lawns

Choice of twelve pieces of Bookfold Scotch Lawns, in Manila checks. Bright, spicy shading; bias and straight effects. Just like finding them **3 1/2c**

#### Como Piques

No reason for calling them "Como" except that's their name. Just those same stylish popular Piques that all the ladies have been wanting and buying for weeks past. Pretty as you could wish them. White grounds printed in dainty hued stripes and dots. The early price was 12 1/2c. Now, choose **9c**

#### China Blue Percale

This is a twenty piece lot just came in and will be sacrificed to add spice to the desert. The grounds are that peculiar pearly blue so desirable. The figures are white. Colors are fast. Width 36 inches. Price is **6 1/2c**

#### Double Fold Percales

A little lot of six pieces will be closed out at a price merely nominal **4c**

#### Wash Scotch Suitings

These are in colors in imitation of the wool fabrics. Look very much like them. The early price was 12 1/2c per yard. Now they will go at **5 1/2c**

#### White India Linen

2,000 yards of plain white India Linen in mill lengths, worth 7 1/2c and 8c and 10c per yard. It is yours **4c**

#### Chambray

1,000 yards of Plain Chambray in mill lengths. Blues, pinks and buff. Regular 12 1/2c qualities at **6c**

#### Calico

5,000 yards of Calicoes in all kinds of printed designs **3c**

#### Carpet Warp

30 pounds Carpet Warp in a grade that we sold at 25c per lb. The assortment is broken and we will close the lot at **15c**

### Housefurnishings

Nowhere else can you buy them as cheap.

Imitation cut glass 2 qt Berry Bowl **5c**

Imitation cut glass Wine Glass **4c**

Imitation cut glass Salt and Pepper Shakers **2c**

Imitation cut glass 4-inch diamond shape Olive Dish **1c**

Call Bell, for **1c**

25 Clothes Pins for **5c**

Tea Strainer **2c**

Steel point Ice Pick **5c**

Four-side Mouse Trap **5c**

Japanese Tin Tea Tray **5c**

14-qt Ro-tin Pan **5c**

2 1-qt Tin Cups for **5c**

6-qt Ro-tin Slew Kettle **15c**

Grey Granite Milk Summer **5c**

Grey Granite 6-qt Slew Kettle **15c**

Iron Brackets, pair **5c**

Flowers

Don't miss these flowers, for they are the best and prettiest that Paris produces. Choice of 20 bunches of imported French Flowers. Stems are of the best rubber. Flowers are silk; worth \$1 and \$1.50 per bunch; choice **39c**

### Challenge Linens

Here's a chance for hotels and restaurants and for the mistresses of homes to restock their linen closets at a great saving. We have taken half of this table linen stock and culled it into two lots at a price for choice of each assortment.

#### Imported Table Damasks

Choice of twenty bolts of German Cream Damask, French Bleached Damask and Irish Bleached Damask, 55 to 65 inches wide. A handsome selection of broadcloth patterns from goods that sell usually at 65c and 55c per yard **49c**

#### American Damasks

Bleached and unbleached and half-bleached. Fine, durable linens that will wear well and give satisfaction in every particular. A collection of linens that usually sell at 50c, 60c and 65c per yard. All week **38c**

#### Napkins

100 dozen all linen Bookfold Napkins. Liberal sizes, worth \$1.25 and \$1.50 per dozen **95c**

100 dozen all linen Imported Bookfold Napkins. Fine, close weave. The \$1.75 kind. All week **\$1.19**

#### Challenge Towels

1,000 All Linen Checked Towels will go at **3c**

500 White Cotton Crochet Towels one yard long; will go at **5c**

600 Cotton Crochet Towels 46 inches long and 24 inches wide. The Jumbo of Towel bargains **10c**

40 dozen all linen Damask Unbleached Towels, with fringed and colored borders **6c**

25 dozen All Linen Huck Towels. Fine, close weave **10c**

30 dozen Imported Bleached Damask Towels, knotted fringe. Handsome colored borders; 55c value, at **14c**

20 dozen Bleached All Linen Broadcloth Towels. All white. Knotted fringe **15c**

25 dozen White Satin Damask Towels, with drawn work borders and double knotted fringe. The "four hundred" of toweldom. A 50c value; 46 inches long **21c**

#### Toilet Soaps

Fairy Soap; white and floating; 2 small cakes or 1 large cake for **3c**

Transparent Glycerine Soap, in 6-inch bars. Very worthy values at 10c; for **7c**

#### Challenge Laces

500 yards fancy Cotton Laces; in cream and white; 5 to 10 inches wide; worth 15c, 20c and 25c per yd. for **6c**